

Open Daily 8:00 a. m. **L.S. AYRES & Co.** Close Daily 5:30 p. m.

Announcing Correct Spring Tailleurs

Garments which evidence careful tailoring and such admirable new features as narrow shoulders, snugly fitting sleeves and other distinctive niceties.

Many of these tailleurs are authorized replicas of the newest models of exclusive New York houses. Prices are consistently moderate.

For the woman who needs garments of slendering lines there is a fine representation of graceful, conservative models.

Moderately Priced Suits and Frocks With Decided Individuality

This showing of becoming new suits and dresses includes many smart models of unusual charm. Prices range from \$25.00 to \$49.50.

Smart suits in a comprehensive range of sizes from slender to stout are very special values at \$29.50.

Have You Attended the Exhibition of Laces and Embroideries

In preparation all the space occupied by the street floor millinery shop has been temporarily vacated to make room for this highly educative and beautiful showing of laces and embroideries and of garments made from them.

If in your home there is a bride to be, a prospective graduate or a little daughter preparing for confirmation, this exhibition will be of inestimable help. If you are planning new summer frocks or lingerie its suggestions can not fail to be valuable.

On View are Negligees, Linen Collars, Neckwear Sets, Frocks, Petticoats and Children's Dresses, as Well as Materials by the Yard

Most of the models on exhibition have been fashioned from materials which you can buy by the yard. The models also are for sale.

NEW

In the Cotton Show Second Floor

New foulards of cotton and silk mixed, 34-inch goods, in gray, champagne, green, rose, navy and cadet, with neat printings, 89c a yard.

Silk and cotton foulards, 26 inches wide, at 49c a yard.

Silk and cotton tussahs in 30-inch width, with foulard printing, at 69c a yard.

Beautifully fine ginghams from Scotland, exquisite in texture and colorings, 69c and 95c a yard.

—Second floor.

Lyknu Polish

The "one cloth" polish for furniture and all other polished surfaces.

This effective, easy to use polish quickly removes all grease, gum and dirt and brings out the first fine lustrous finish.

It makes furniture look like new. It is very simply applied. Dampen a piece of cheesecloth with a few drops of Lyknu and rub briskly. The result will be most satisfactory. In different size bottles, 25c, 50c and \$1. Demonstration.

Practical Creepers for Baby

They are particularly designed for the creeping baby. They are buttoned across the bottom, allow the diaper to be easily adjusted and protect undergarments.

Pretty creepers, plain or pink or blue checked gingham, are 75c.

Striped Seersucker creepers, 85c.

White barred dimity styles, 75c.

A pretty smocked creeper of fine pink or blue chambray, \$2.50.

New models in high waisted styles or white poplin, daintily edged with lace, \$2.25.

Other garments are priced \$1.00, \$1.25 up to \$4.75.

—Third floor.

The KAR-KIT Bag

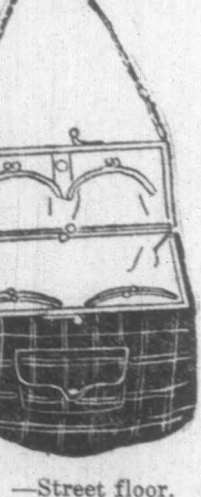
This smart bag was designed for Pullman or motor travel to hold necessary toilet articles.

It is smartly made, of handsome plaid taffeta on a handsome nickel mounting with a sturdy chain handle. The soft satin lining is beautiful and fine in quality.

Inside there is a separate purse which contains mirror and pins, and five rubber lined pockets for various toilet needs. These are detachable so that the bag can be used for ordinary shopping or knitting purposes when they are removed.

Outside is an easily accessible veil and kerchief pocket. It's a most unusual and serviceable bag at \$22.50.

In serge, a similar bag is priced \$18.50.



—Street floor.

A Better "Table"—Lower Food Cost

Is the Portion of Ayres Grocery Patrons

Butter and Margarine

Butter, Ayres' special creamery, 53c a pound.

Nut Margarine, a purely vegetable compound, 33c a pound.

Oleomargarine, Premium brand, 33c a pound, a 5-pound drum, \$1.63.

Fruit Products

California packed peaches, 20c a can or six for \$1.00.

California packed apricots, 20c a can, six for \$1.00.

Apple butter, Monsoon brand, full quart, pure fruit, 35c.

Apple butter, Monsoon brand, a 56-ounce jar, 25c.

Meat Substitutes

Monsoon peanut butter, a 17-ounce jar, 30c.

Libby's potted chicken, 20c a can.

Olives, meat for sandwiches, 15c and 25c a jar.

Shrimp, wet or dry packed, Batavia brand, 20c a can.

Avalon brand fresh mackerel, 15c a can.

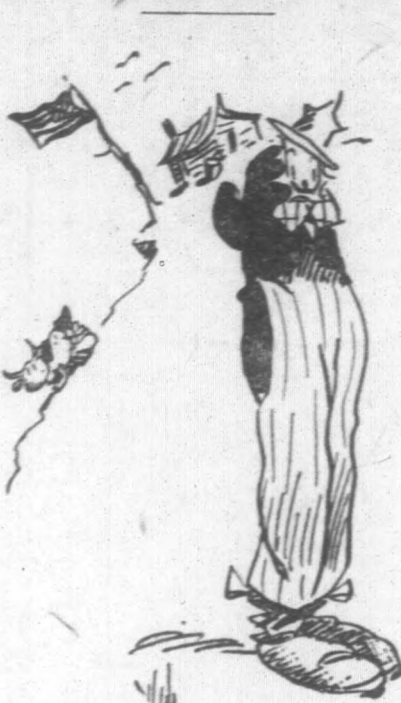
Royal Gem beans, ready to serve, No. 2 cans, two for 25c.

Vegetables for soup, 15c and 20c a can.

License No. G-01074.

—Basement.

ABE MARTIN.



Two very necessary kinds of people at this time are those who give and those who get others to give. 'Bout th' only place th' modern family seems to get 'together is in a photograph ad.

J. B. McNEELY, AGE 73, DIES ON STREET CAR

RETURNING FROM ADDRESSING SUNDAY SCHOOL CLASS.

PROMINENT CHURCH WORKER

John B. McNeely, age seventy-three, 3025 North Capitol avenue, for many years assistant to J. A. Perkins, formerly division superintendent of the Pennsylvania railroad and at one time freight agent for the C. & D. railroad, died suddenly on an Illinois street car, near Twenty-second street, Sunday afternoon, as he was returning to his home.

His death was one of four investigated by Coroner Poole during the day. Mr. McNeely, who was one of the most consistent and persevering church workers in Indianapolis, was returning from Ft. Benjamin Harrison, where he had addressed a Sunday school class in the forenoon, when he suffered an acute attack of heart disease. He died while Dr. Hannah Graham, who boarded the car at Twenty-second street, was examining him.

Mr. McNeely was born in Dauphin, Pa., in 1845, and moved to Indianapolis in 1871. He was superintendent of the Sunday school of the Third Street M. E. church, now the Hall Place M. E. church, and for the last ten years had been teaching the men's Bible class at the church. In recent years he had been employed as a clerk in the tariff office of the public service commission of Indiana.

He is survived by the widow and two sons, Herbert and Harry McNeely.

Three Pounds Substitutes for Five Pounds of Flour

WASHINGTON, February 18.—Because of many misunderstandings of the regulations regarding the sale of wheat flour substitutes, the food administration Saturday night issued a statement calling attention to the fact that r-tillers are required to sell only three pounds of substitutes for every five pounds of whole wheat or Graham flour.

EVANSVILLE MAN SAVED.

Twelve More Tuscania Survivors Announced.

WASHINGTON, February 18.—Eleven survivors of the torpedoed liner Tuscania previously listed as unreported, were announced Saturday night by the war department, with the name of another survivor, H. O. Baird, of Wagoner, Okla., who was not on the original passenger list as given out here.

The other eleven survivors were: Private Hugh Alexander, Cumberland Gap, Tenn.; Private David Cisneros, Brownsville, Tex.; Private Connor A. Collins, Battle Creek, Mich.; Private Joe Curdand, Evansville, Ind.; Private Robert E. Lee Hickey, Denton, Tex.; Private Marion F. Lambert, Roman, Tex.; Private Miguel Martinez, San Diego, Cal.; Private Burley C. Nall, Garlington, Okla.; Private Reuben Peterson, Marietta, Wis.; Private Fred Smith, Spokane, Wash.; Private Jesse D. Smith, Coleman, Okla.

DIRECTOR OF PROPAGANDA.

New Line of Work Is Undertaken by Viscount Northcliffe.

LONDON, February 18.—Viscount Northcliffe has accepted the position of director of propaganda in enemy countries, while continuing his position on the American mission, with headquarters here. In an interview he said he had agreed to use his intimate knowledge of the enemy countries to direct propaganda for the dissemination of full and accurate reports of important speeches and statements of war aims and other matters among the peoples of the central powers and their allies. The nature of the propaganda will be decided by a representative committee.

SHERIDAN'S SON DEAD.

Philip Henry, Age 37, Was Graduated From West Point in 1902.

WASHINGTON, February 18.—Major Philip Henry Sheridan, age thirty-seven, son of General Phil Sheridan, died here yesterday. He was graduated from West Point in 1902. Recently he had been serving on the general staff.

Little Stories of Daily Life

Teeth Frozen.

This all happened a week or two ago when zero weather prevailed and the victim was Clifford Allhands, county recorder of Clark county. When he woke up one of those cold mornings, his teeth were certainly not chattering with cold, he says, for they were frozen tight and he could not move them until they had been thawed out. You see he placed them in a glass of water and the water was a solid cake of ice.

Case of Apple-plexy.

A teacher in a Jennings county school was explaining the garden of eden story to her class. "Strange," she said, "there is absolutely no record made that Adam or Eve ever died." "What is your opinion, Johnny?" asked the teacher. "Well, I dunno 'bout that," remarked the pupil, "but I s'pect they died with apple-plexy."

ARTISTIC JEWELRY

of every description on view here. The novel, the unique, the distinctive are all represented in our superb collection. If you desire to give or own jewelry that will be a never-fading source of enjoyment, select it here by all means. Wedding rings, \$4.00 up. Diamond rings, \$20.00 up. Wrist watches, \$5.75 up.

J. P. MULLALLY

Diamond Importer and Jeweler. 28 MONUMENT PLACE.

RUM BOARDS

The Board that Makes the Game a Joy

Seneca Cameras



\$7.00 to \$27.50 We do developing and printing.

Much of the pleasure of playing Rum, however, is lost through the easy disarrangement of the cards in the center of the table. The "Rum Board" completely ends the source of annoyance, for it always keeps all the cards orderly.

All Metal Board, 4x6 inches, each.....50c

All Wood, revolving, each.....50c

Rum Board and Cribbage combined.....65c and \$1.00

Cribbage Boards

Straight Boards with pins.....35c, 50c, \$1.00, \$1.50

Folding.....50c, 75c, \$1.00 and \$1.25

Playing Cards.....25c, 40c, 50c to \$1.00

Charles Mayer & Company

29 and 31 W. Washington St. Established 1840.

The Bicycle Store of Indianapolis



they are bicycle and motorcycle customers.

About March 10th we are going to move our Massachusetts ave. store to our annex, Vermont and Pennsylvania sts. We will have exceptional facilities to take care of our customers, whether riders or sporting goods

1918 Bicycles Now on Display

Four new beautiful models—\$30, \$35, \$40.

THE G. H. WESTING CO.

Pearson Drug Stores

47-49 Virginia Avenue. REAL CUT PRICES. 125 South Illinois Street.

Spring Flowers



Main 840. Auto. 28-240.

Privacy in Selecting a Diamond

Here you may select your stone in the privacy of our diamond room. A leisurely, undisturbed selection is always most satisfactory. Ideal lighting is had — another important factor in comparing diamonds.

"Don't stuff your husband, but husband your stuff."

Julius C. Walk & Son

(INC. Nos 5 & 7 E. WASH. ST.)

Special in Children's Department in Our Big Annual Shoe Sale

\$1.95

Boys' black Gunmetal Shoes, Youth's sizes, 11 to 13½. Boys' sizes, 1 to 6.



Second Floor.

Feltman & Curme

38 East Washington Street

Reliable Wrist Watches and Diamonds

EVARD

104 Monument Circle

Tucker's Tuesday Special!

Ladies' Wool Sweaters

in: Gray, Green, Rose, Purple, Copenhagen, White

Regular \$10.00 Value

To Close Out

\$7.50

Tucker's

18 North Meridian St.

"Where Good Gloves Come From."

Wanted—War Godmother

Harderwijk, January 2, 1918.

Monsieur, the Manager—Would it abuse your kindness to solicit the hospitality of your honorable journal to the effect of procuring for me a war-godmother to be able to correspond either in French or English?

In the hope that my request will be taken in consideration, receive M. the Manager, all my anticipated thanks and the assurance of my complete esteem.

AUGUST KRAUSBAUER, Belgian Soldier of Engineers, Barrack 15, Camp of Harderwijk, Holland.

THERE'S ONLY ONE WAY to secure a satin skin. Apply Satin Skin Cream, then Satin Skin Powder.—Adv.

Roofs, Gutters and Spouts are in a deplorable condition, caused by the snow and ice. Phone JOSEPH GARDNER, 41 Kentucky ave., for any necessary repairs.

Contractors' Machinery for Rent and Sale. Hauls, miners, steam shovels, air compressors, pumps, New engines and outfit, etc. Beck Equipment Co., 802 Fletcher Trust.

Storage Yards and Bldgs. Space for Rent. Northwestern ave. and 19th. Bldg 4 switch. Beck Equipment Co., 802 Fletcher Trust.

Asphalt Floor, Cement Work and Roofing. Jordan D. Williams, 518 Traction Bldg.

THE WHEN STORE

H. N. HEMPSTEAD, Pres. J. P. BONN, Treas.

This Sale of Rogers-Peet Suits Will Soon be Over

and when it ends there will be many men disappointed who failed to "get in" on this clothing bargain.

Rogers-Peet are the ultra fine in ready-made suits. Superior wools and careful workmanship are responsible for their extraordinary service.

Rogers-Peet \$28 and \$30 Winter Suits Now \$23.90

Three Other Splendid Sales

—Shirts —Neckwear —Underwear

BLACKER'S FAMOUS CHILE

SHIRTS Made to Measure \$3.00 and Up Made to fit you—WOVEN MADRAS 1,500 Patterns—Madras, Silk, Flannel, Etc.

The Cameron-Schooley Co. Shirt Makers. Men's Furnishers. 3 East Washington Street.

KOTTEMAN'S for Furniture

Save 10% to 20% on anything—any time. 335-339 East Washington Street.

HOTELS AND RESORTS.

Manor

Albany Park, Asheville, N. C.

One of those "wholly satisfying" places found once in a while and never forgotten.

Perfect Golf in a Perfect Climate. Open All the Year.

Write for booklet "It" Make reservation in America - in English Inn

Train service as far south as Old Point Comfort—Was never better.

HOTEL CHAMBERLIN

OLD POINT COMFORT

Swimming Pool, Golf, Sea-food Cuisine, Every Surpassing Bath and Treatment. Write GEO. F. ADAMS, Manager, Fortress Monroe, Va.

or Pennsylvania R. R., 4 East Washington. Ask Mr. Foster, L. S. Ayres & Co.

HIGH GRADE PIANOS

at lower prices on easy payments. Out of the High Rent District

Robertson's Music House

423 Massachusetts Avenue

BLOOM'S Loans on Diamonds

TWO STORES:

142 North Illinois St.

229 East Washington St.

IF YOU PAY MORE than we charge for repairing your watch, YOU PAY TOO MUCH. All work guaranteed for one year.

Main Spring.....50c

Cleaning.....50c

Crystal.....10c

FLETCHER M. NOE, Jeweler

103 North Illinois Street.

FEENEY FURNITURE and STOVE CO.

128-130 W. Washington St.

Agents for Hoosier Kitchen Cabinets and Garland Stoves and Ranges.

TRY A WANT AD IN THE NEWS

Two of the many wonderful values in

OUR BIG ANNUAL SHOE SALE

Walking or Military Street Boots

\$5.45

Genuine tan elk-skin, 9-inch lace boot, heavy welt, viscolized soles, damp proof, (\$7 value.)

Same as above, in ivory color elk-skin, (\$7 value.)

Lick the Plate and Lick the Kaiser.

Big Reductions in Men's and Children's Dept.

Watch Our Windows

FELTMAN & CURME

38 E. Wash. St.

Rink's New Dresses

Dominating Spring Styles

Of the Less

Costly



are featured at this advance sale. Some of the most striking newness of the coming spring will be subjected to your approval.

At Prices Unmatchable

Specializing at this sale a liberal number of alluring models, at

\$19.50 and \$22.50

Made up of fine tailored serges; patterns, figured satin, foulards, combination of plaid silk, serges and Georgette, in numerous very attractive smart tailored coats, bustle, Bolero, tunic, pouch and costume effects—\$19.50 to \$22.50.

Gowns and Dresses

in the higher type tone and price as costly as you wish or as low as

\$14.75 and \$16.50

Tuesday Sale